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a printing unit located below the paper feeding unit,

a discharged paper stacking unit located below the printing unit; and

a paper feeding path extending in a substantially straight line from the paper feeding unit

to the discharged paper stacking unit via the printing unit.

13. (Six times amended) A large printer comprising:

a sheet feeding area positioned at a height at which a user, who is approximately 170 cm tall, can set up a printing medium without having to bend substantially at the waist when the user is standing erect in front of the printer and standing substantially at ground level,

wherein the sheet feeding area is positioned at the height when the printer is placed substantially at the ground level.

16. (Twice Amended) A large printer comprising:

a sheet feeding area positioned at a height at which a user standing in front of the printer can set up a printing medium without having to bend substantially at the waist,

wherein the sheet feeding area is positioned at the height when the printer is placed substantially at ground level,

wherein an elongative member disposed in the paper feeding area for holding the printing medium, and

wherein a pair of support members for supporting both ends of the elongative member, at least one of the support members being rotatable.

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18. (Twice Amended) A large printer comprising:

a sheet feeding area positioned at a height at which a user standing in front of the printer can set up a printing medium without having to bend substantially at the waist, wherein the sheet feeding area is positioned at the height when the printer is placed substantially at ground level,

a printing area;

a paper discharge area, and

a paper feeding path which extends straight in a vertical direction from the paper feeding area to the paper discharge area via the printing area.

26. (Amended) A large printer comprising:

a sheet feeding area operable to feed a plurality of paper rolls ranging in width from 210 mm to 1120 mm and a substantially flat sheet of paper including a stiff carton and ranging in length from 420 mm to 730 mm.